

SHREVEPORT'S "FINEST BAKERY IN THE SOUTH"

Campbell Baking Company's New Plant Represents an Investment of \$250,000

Persons who have paid little attention to the advance in bread making in recent years would receive a real thrill by making a visit to the plant of the Campbell Baking Company. This bakery, which has just been completed at Travis and Douglas streets, is no more like the old-time bake shop of one's childhood recollections than is the airplane like an old-time three-stick kite.

Probably the first thing to cause remark from one stepping through the manufacturing part of the plant is the complete cleanliness that prevails. And cleanliness is an important feature in the advance which bread-making has taken as much a part of it as

brands of flour which may be used, and thoroughly sifts the flour before it is elevated to the mixing room.

Work in the mixing room is carried on with the utmost precision. All of the flour, yeast, milk, sugar, salt and shortening are most carefully weighed as is also the pure, filtered water which goes with those ingredients into the mixing machine. This is a high-speed mixer which aerates the dough, the pure, fresh air aiding in the development of the gluten and in making the bread lighter.

From the mixer, the dough is put in to mig receptacles called troughs. In these the dough is allowed to stand awhile to rise, in a specially constructed dough room with insulated walls. The temperature in the dough room is most carefully controlled winter and summer and the moisture in the air is

At present the plant has four gigantic ovens, and some idea of them may be had when it is learned that six weeks of continual heat in them was required to get them so they would hold the steady heat necessary for baking bread the Campbell way.

As the bread comes from the ovens baked with a tempting, crispy brown crust, it is placed on racks to cool and then sent to the wrapping machines, which put on and seal the waxed paper covering which protects the bread in its journey to the homes where it is eaten.

The bakery is one of more than a dozen large bakeries operated by the Campbell Baking Company in various cities of the South and West. In order to be certain of getting only the highest quality of flour and other materials it purchases the company has a

ony at Wynne Farm, Texas, were visited by Rabbi David Rosenbaum of Austin, Texas, under the direction of the Department of Synagog and School Extension. "Nearly all Jewish inmates in the institution for delinquents have assumed names," writes Rabbi Rosenbaum, "and are eager not to blacken the reputation of their dear ones. They await their release when they will be in a position to rehabilitate themselves. In this endeavor the chaplain of the institution, Rev. Macdonald, lends them heartiest co-operation. He takes a kindly interest in them and has won the confidence of the men with whom he deals. To the visiting rabbi the chaplain is extremely courteous and helpful."

Another New York Congregation Added to the Union.

Mt. Nebo congregation of Washington Heights, New York City, is among the latest acquisitions to the list of congregations affiliated with the Union of American Hebrew congregations. On November 1, 1920, Mt. Nebo had 209 contributing members, Rabbi Aaron Eiseman is minister. Edward R. Cohn, is president and Samuel Levine, secretary.

Jewish Student Congregation Activities.

Rabbi Louis Witt of St. Louis, addressed the Jewish student congregation of the University of Missouri, at Columbia, Mo., recently and delighted an attentive and appreciative audience of college students with his earnest appeal for the higher values of life as interpreted by the religion of Judaism. Mr. Israel Treiman of St. Louis was also among the speakers that addressed the Jewish students of the University.

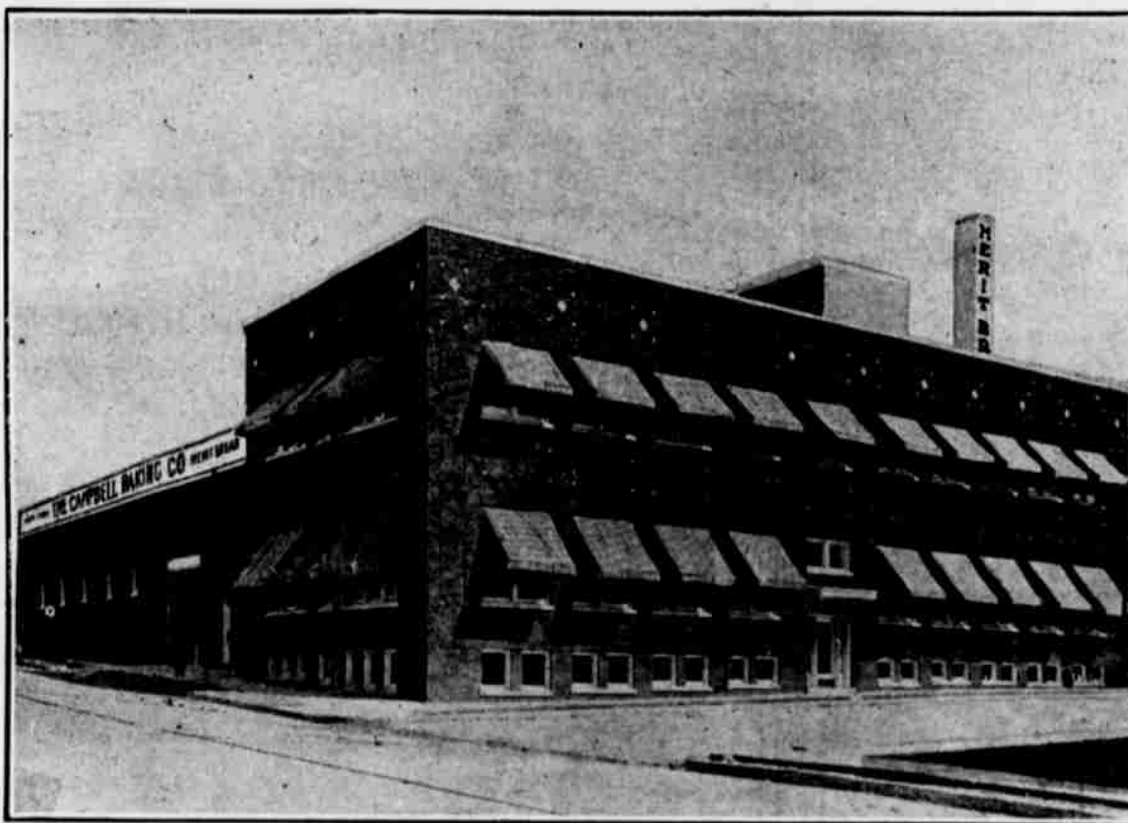
At Cornell University, Ithaca, New York, the Jewish student congregation was exceedingly stimulated by a splendid service and sermon given by Rabbi Solomon Feinberg, of Niagara Falls, N. Y., who stressed the importance of religion in the lives of men and women and the particular part Judaism plays in guiding the Jew. Temple Emanuel of Clarksburg Progressing.

Due to the stimulating influence of the recent Laymen's tour, Temple Emanuel of Clarksburg, W. Va., is developing religious zeal that is worthy of emulation. Rabbi Mischkind of Wheeling, who visited the congregation and addressed them recently, greatly increased the interest in Jewish affairs and congregational activities as a result. The congregation hopes to have a rabbi permanently located there in the near future. Temple Bethel, San Antonio, Texas, Issues Bulletin.

The first issue of Temple Bethel Bulletin, of San Antonio, Texas, has appeared. It is a four page leaflet, containing official congregational activities and the synagog calendar for the month, combined with other notices of importance and interest to the Jewish community of San Antonio, Texas.

In their initial number, the editors says: "We are sending the Bulletin to the members of Bethel to show you the activities of our community. Each one of them needs your earnest support because co-operation is the keystone in the arch of endeavor and without your aid and co-operation we cannot hope to succeed."

The officers of the congregation are: D. J. Straus, president; Jesse D. Oppenheimer, vice president; S. C. Eldridge, secretary. The Rev. Sidney S. Tedesche is rabbi and the Rev.



CAMPBELL'S BAKERY, SHREVEPORT'S NEWEST ENTERPRISE.

the invention of machinery for doing many of the operations which are performed by hand in the smaller bakeries. Real study has been applied to the cleanliness subject and the Campbell Baking Company believes it has spent money wisely in equipping the bakery so that immaculate cleanliness reigns.

Visitors to the bakery are usually shown the first operations in bread-making and allowed to follow the course of manufacture from beginning to end.

The real start is in the big stock room where the flour is kept—the sacks carefully piled on platforms. The stock room will hold six carloads of flour.

When a "batch" of bread is started, the flour is emptied into a gigantic blending machine, which mixes thoroughly the two or three different

kept just right by means of an automatic humidifier. When the dough has reached the proper stage it is put through the dividing machine which cuts in into portions of just the right size to make a loaf. These pieces of dough are then kneaded and rounded into a ball by a rounding machine and carried away to the traveling proofer or a belt conveyor.

Right here it may be stated that throughout the process of manufacture the bread is carried from place to place by conveyors, doing away with the necessity of workmen touching it with their hands.

After being proofed and allowed to rise, the loaves go through a moulding machine, which shapes them for the pans. In the pans the loaves are subjected to the action of warm, moist air in a big steam box, and then are placed in the ovens.

laboratory which is pronounced the largest in the country, devoted exclusively to the baking industry. Expert chemists pass upon the quality of every lot of material, rejecting such as does not come up to the proper standard.

Mr. H. B. Sperry is manager of the bakery and has been very busy recently showing Shreveport grocers through the plant, so that they may become better acquainted with the Campbell method of making bread.

The Campbell bakery represents an investment of \$250,000 and is without doubt the finest bakery in the South, even though it may not be the largest. Its business is strictly wholesale, selling Merit Bread to grocers in the city and shipping to hundreds of others in towns within Shreveport trade territory.

MARCH NUMBER OF THE HOME STUDY MAGAZINE.

The March number of the Union Home Study Magazine is out. This issue of the magazine may be called a Purim number, since the leading article deals with Purim, the Feast of Lots. A festival of particular interest to children for whom the paper is intended primarily. In addition

Rabbi Leon Fram tells How the Bible Has Come Down to Us and Josepha Weil writes an interesting biographical sketch of Emin Pasha, who, born of very poor Jewish parents, by the name of Schnitzer, became a very influential personage in the court of the Turkish sultan. "The Paisley Shawl" is the Purim story told in a charming manner by Elma Ehrlich Levinger. The Makers of the Talmud,

with special reference to Rabbi Joshua, furnishes an interesting reading and likewise the brief sketch of the career of Victor D. Brenner with illustrations of a few of his base relief work. Poems on "Vashti" by Helen Hunt Jackson and "Esther" by Florence Weisberg complete the number.

Visiting Institutions in the Southwest The State Penitentiary of Texas at Huntsville and the Tubercular Col-